PHILIP MORRIS USA — **INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution

DATE: July 13, 1994

FROM: Marian Halpern

SUBJECT: GENERATION X FOCUS GROUPS - 6/3/94

BACKGROUND/METHODOLOGY

The primary objective of this research was to further learn about Generation Xers. To achieve this objective, two focus groups were held among 18-24 year old males and females in Englewood, N.J. on June 3, 1994.

Respondents were asked to discuss a number of issues, including:

- What they think Generation X is all about
- Factors that unite and/or influence their generation
- Similarities and differences between their generation and their parent's generation
- Segments into which their generation can be divided and how those segments can be identified

Towards the end of the groups, respondents were shown a number of print ads and were asked to sort them into piles depicting different segments of the population. They were then questioned about why the ads were for these specific groups, with a special focus on ads that they felt were for them.

SUMMARY OF FINDINGS

These young adults view their generation as diverse, having varied interests and lifestyles. Differences between people are expected and accepted. These differences enable Generation Xers to have friends who are interested a variety of things and lead lives that are not the same as their own.

Despite the diversity found among these young adults, Generation Xers do appear to share certain attitudinal and behavioral characteristics. Specifically, these shared characteristics are that they:

- Resist segmentation and labeling
- Are self-focused
- Have mistrust for the news media
- Show marketing savvy
- Like to try new things and experience life
- Believe financial security is important but is not their ultimate goal

DETAILED FINDINGS

Respondents in both groups had heard of the term "Generation X", with some indicating that the term had negative connotations. Specifically, one young woman stated that Generation Xers "...supposedly don't care about anything."

2060178563

Source: https://www.industrydocuments.ucsf.edu/docs/qnfn0004

While it was admitted that there probably are members of their generation (and other generations) who fit this description, they did not think the term was applicable to their entire generation. They view people in their age group as diverse, having varied interests and lifestyles. Differences between people are expected and accepted. These differences enable Generation Xers to have friends who are interested in different things and lead lives that are different than their own.

Despite the diversity found among these young adults, Generation Xers do appear to share certain attitudinal and behavioral characteristics. Specifically:

Generation Xers resist segmentation and labeling. They feel that "everyone is into everything now so you really can't label anyone." Segmenting by type of music listened to or by dress does not apply for this age group because the boundaries that succeeded in distinguishing in the past have disappeared. For instance, they indicated that what was once considered "alternative" is now what is considered "mainstream". It would not be surprising for someone to be politically conservative, wear a suit during the day, grundge clothes at night and have a pierced body part.

They are self-focused, tending to interpret even such global issues as AIDS, pollution, and the economy only in terms of the impact or affect these issues have on their lives.

Generation Xers have mistrust for the news media, stating that it manipulates the public by dictating what is important through the news reports. Further, the barrage of short-lived news blasts makes it difficult for them to become involved in all of the issues, forcing them to focus on only those things that they perceive as affecting their lives.

They show marketing savvy, indicating that they are aware that certain ads target certain people. Further, ads that target them too strongly are found unappealing. Ads containing humor (Little Caesar's) or product information are preferred.

They like to try new things and experience life. When forced to label themselves, most of these young adults stated that the term "adventurer" best describes them because they consciously seek out new experiences.

Financial security is important but is not their ultimate goal. Money is important to these young adults because they want to be able to meet their basic needs (food, shelter). However, having fun and enjoying life is also important to them so they do not want to spend their lives working to merely to accumulate money.

2060178564

Source: https://www.industrydocuments.ucsf.edu/docs/qnfn0004

CONCLUSIONS

The findings from this research suggest that Generation Xers will respond to marketing efforts that are different than those to which they have already been exposed. For instance, new ways of reaching this audience (i.e. different advertising mediums, different outlets for purchasing product, new types of promotions) will likely capture their attention by making the product stand out from the crowd.

Subject matter that is relevant to Generation Xers (new adventures, fun) could be incorporated in promotions and advertising. Further, the approach could be on a personal rather than global level, appealing to their self-focus. Importantly, any marketing effort aimed at this audience should not obviously target them because they find that unappealing.

Distribution

R. Anise
D. Beran
K. Eisen
N. Ellis
E. Gee
S. Jannetta
T. Keim
S. Levan
B. Levine, M.P.
N. Lund
R. Mikulay
N. Parmet
S. Piskor
D. Stern
C. Tucker
A. von Germeten
M. Waldman
T. Young

2060178565

Source: https://www.industrydocuments.ucsf.edu/docs/qnfn0004